BUSINESS GETTERS!

卐

DO YOU BELIEVE IN SIGNS?

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Weber Illuminated Sign Co.

READING, PA.

Anyone Can Make a Sign

BUT to make a sign that will meet the conditions; be artistic and attractive; meet the insurance companies' requirements; be within the reach of the business man; cost little to illuminate, and be as tasty in appearance in the daylight as in the night---**that requires experience and good design.**

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INTRODUCTION

THE WEBER ILLUMINATED SIGN COMPANY, No. 1406 Perkiomen Avenue, Reading, Pa., has devoted years of time to the perfection of a practical sign that would have a low first cost, as well as a low expense in maintenance. The signs manufactured, that are intended to be illuminated by electric or gas light, are made under strong basic patents which cover a unique method of light distribution, and these patents will be protected against infringers.

Our illuminated signs are artistic in the daylight. Either incandescent lamps or gas light can be used for the illuminant. Some of the stock sizes are described in the following pages. Prices will be submitted for special size signs.

STYLE No. 1

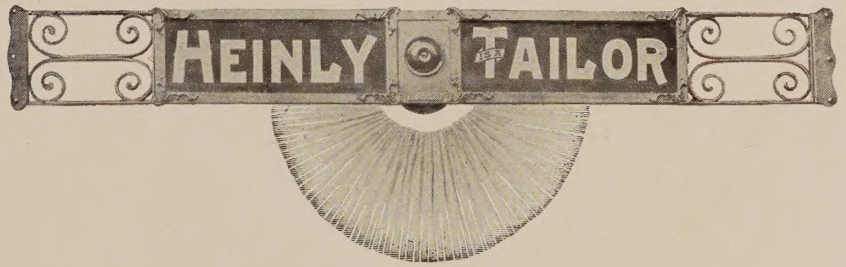
ALL METAL SIGN

EFFECTIVE
DAY AND NIGHT

¶ This sign may be placed over entrances. The letters are 4 inches high, and are painted on glass. Stock size, 4 feet long. Longer than 4 feet are made to order. Equipped with necessary braces and wired ready to connect to current. Not supplied with lamps. Illuminated with two 16 c.p. lamps.

STYLE No. 2

THESE SIGNS ARE
ALL PATENTED

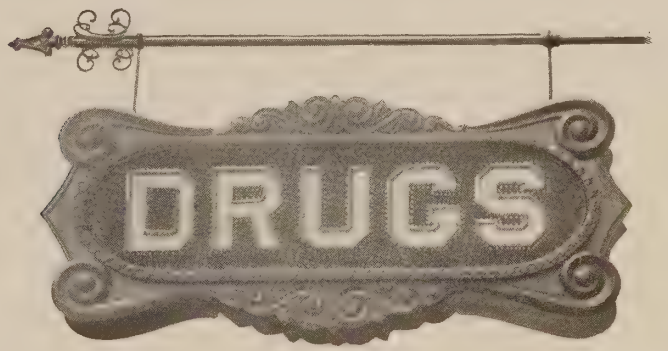


ALL METAL
AND GLASS

¶ This style is intended for use over doorways and entrances, and is lighted with one incandescent lamp, which also lights up the floor of the entrance. Very well adapted for "EXIT" signs as well as store signs. Stock size, 4 feet long, with 5-inch letters. The lettering is painted on glass. The finish is either oxidized copper, brush brass, or white enameled with gold trim. Thousands of these in use.

STYLE No. 3

RAISED METAL
LETTERS
FINISHED IN GOLD



MUST BE SEEN TO
BE APPRECIATED

¶ This is a very high-class day as well as night sign. Made of galvanized sheet steel. Stock sizes, 4½ feet long with 7-inch high letters. Furnished in black and gold finish, or any desired color. Is wired all ready for connections. No lamps furnished. Equipped with pole and hangers where they are required. Prices furnished on special sizes where desired.

STYLE No. 4

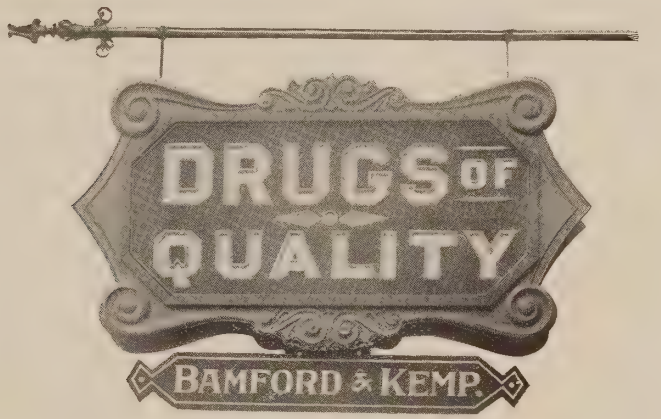
ILLUMINATED
AT NIGHT

ARTISTIC IN
THE DAY TIME

¶ Finished in green, gold and white. The letters are white opal glass and are so constructed as to be impervious to expansion due to changes of weather conditions. The background is sheet metal coated with smalts which is put on with a process that insures long life. Wired all ready to connect. Stock size, 5 feet long by 2½ feet high. Special sizes made to order. This sign is of a character that makes it hard to describe its artistic and rich quality.

STYLE No. 5

ALL METAL AND GLASS



AN ARTISTIC SIGN

¶ This style is similar to Style No. 4, differing only in the character of the outline. The white opal glass may be replaced by opaque colored glass, thus giving a varied effect to the lettering. One part may be white while the other part may be red, blue, or any color as desired. The hangers and artistic hanger pole is furnished. All ready wired for connections. No lamps are furnished.

SPECIAL LETTERS:

We make special letters of all metal and glass for use in alteration of existing signs. Send us a rough pencil sketch of what you have in use, and we will give you the benefit of our experience at no expense to you. The use of our stock pattern letters of metal and glass, has many times worked wonders in changing an "eye sore" and an expensive sign to maintain, into an artistic and economical proposition.

STORE SIGNS

BREWERY SIGNS

EXIT SIGNS

STREET CAR SIGNS

SPECIAL ILLUMINATED SIGNS FOR RAILROADS

THEATRE SIGNS

ADVERTISING NOVELTY SIGNS

AND ANYTHING THAT IS A SIGN

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